

## DESKTOP PUBLISHING

Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity and decision making.

### CONTENT

Participants should be prepared to create, design, and produce useable copy on a computer using desktop publishing software. In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts, desktop layout rules, related desktop application and knowledge.

### ELIGIBILITY

Each district is represented by one entry. Each entry must be created by a team of two (2) individuals. The participants must qualify as an active FBLA member to be eligible for this event.

### REGULATIONS

1. An entry form must be postmarked no later than March 17.
2. Participants may not have entered this event at a previous State Leadership Conference.
3. A participant who fails to report on time for the event may be DISQUALIFIED.
4. The problems must be prepared without help from the adviser or any other person.
5. Participants must adhere to the dress code approved by the executive council.

### PROCEDURES

1. Two hours will be allowed for the skill test. This time must run continuously and cannot be administered in multiple sessions. Additional time will be allowed for general directions, equipment setup and warm-up. Word division manuals and dictionaries may be used as reference materials. Local chapter advisers are not to administer the skill test. Participants will complete one problem that *may* include application of the following:

- Graphics
- Text creation
- Layout creativity
- Selection of appropriate fonts and type sizes

2. Results will be based on mailable copy. Material that could be considered mailable with slight reservation will receive reduced credit. Unmailable copy will not be considered in scoring.

## Desktop Publishing Continued

3. Participants must recognize the necessity for accurate proofreading.
4. Two computers may be used for this event. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white, or in color.
5. A one hour written objective test will be administered at the State Leadership Conference based on previously written CONTENT and basic skill knowledge. Team members will take the objective test cooperatively.
6. Participants must furnish their own No. 2 pencils and erasers.
7. Scratch paper is furnished.
8. Participants are identified by the districts they represent.
9. One or more local chapter advisers serve as supervisors to ensure that the written objective test procedures are followed and completed.

## JUDGING

Objective tests will be machine graded. Ties will be broken based on the order in which the tests were returned. This test will constitute 15 percent of the final event score.

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges. All decisions of the judges are final. The production portion of this event will constitute 85 percent of the final event score.

Graded papers are NOT returned to participants or advisers.

## AWARDS

Plaques are presented to the winners of first through fifth places as long as finances are available. Certificates are given to participants winning sixth through tenth places.

## REPRESENTATION AT NATIONAL

The first and second place winners are entitled to represent the state chapter at the National Leadership Conference.

**DESKTOP PUBLISHING**

Rank the participants within a first to last order. No ties.

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Usability</b> Piece effectively meets goals of the project	0	1 - 6	7 - 14	15 - 20	
Piece addresses appropriate audience and shows good grasp of the concept	0	1 - 2	3 - 4	5	
Information effectively synthesized	0	1 - 2	3 - 4	5	
<b>Technical Features</b> Appropriate font selection (size, font type, mix, leading)	0	1 - 3	4 - 7	8 - 10	
Effective text treatment (paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1 - 3	4 - 7	8 - 10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1 - 3	4 - 7	8 - 10	
<b>Layout</b> Creative, original	0	1 - 3	4 - 7	8 - 10	
Appealing	0	1 - 3	4 - 7	8 - 10	
Selection and effective use of graphic(s)	0	1 - 3	4 - 7	8 - 10	
<b>Overall Effort</b> *Comprehensive approach to the project *Effective use of technology for the task *Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1 - 3	4 - 7	8 - 10	

**Total Points**

/100 max.

Verification of total score (initials)

\_\_\_\_\_ Event Supervisor

\_\_\_\_\_ Event Supervisor

# RANKING SHEET - MISSOURI FBLA

## DESKTOP PUBLISHING EVENT

NAME OF SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller Number Wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

Example:  $\begin{matrix} \downarrow & \downarrow & & \downarrow \\ 1 & 2 & 6 & = & 9 & 2 \end{matrix}$  } Tied for second place **Winner**  
 $\begin{matrix} 2 & 3 & 4 & = & 9 & 2 \end{matrix}$

If tie remains after this step, judges will make a decision as to the rank to be assigned to the participants.